

Here's the deal - the straight "Coop Deal"

Coop has put all of this "TVRO History" on DVD.

Any PC, loaded with Acrobat Reader (free from www.adobe.com; most PCs have this pre-loaded), will read our "DVD" format "Coop's History of TVRO".

You receive the following:

- ⇒ **CATJ** (Community Antenna Television Journal). From April 1974 through June 1979 - including of course 'The creation and development of TVRO years' (November 1975 through June 1979).
- ⇒ **CSD** (Coop's Satellite Digest). From September 1979 through May 1987 including CSD-2, the companion to CSD during the 'glory years' (1984-1985 when home dish sales reached 75,000 per month).

The seeds of the present-day "home dish" (DirecTV, DISH TV) industry began and matured in this era. The more you know and understand about the "C-Band Years" the better equipped you are for today's challenges. PLUS - it is really "fun" reading!

CSD uniquely explained not just the "what" but the "how" and the "why" of each new innovation in home dish systems. Early systems (1979-1980) sold by the thousands for upwards of \$10,000 each, were fixed on one satellite, and did well to deliver 20 channels of television. By 1981, motorised dish systems were available and viewing choices jumped to 50, then 100, and 200 over the period to 1983. **Scrambling?** Not before late 1985 and that of course is what crawled under the skin of the cable TV operators who saw in TVRO, "*the seeds of their own demise*". A royal battle was brewing - cable versus **C-band** satellite. Guess who won!



The home-dish industry had placed "all of its eggs" in the "SPACE basket" - a trade association flawed from day one because its only real intent was to create huge monthly fees for the Washington-based attorney who led the group. SPACE failed to keep the "airwaves clear" and by mid 1985, it was all over but the clean up. C-band TVRO was over, past-tense, leaving 2,000,000 existing dish systems with some very tough decisions; to Videocipher or not to Videocipher. And that was when "**piracy**" hit.

"I was there as a participant and can verify that CSD was much more than a mere monthly magazine in that period of time. It reflected the true pulse of an entire, wondrous, industry; the good, the bad and the often ugly. If I was stuck on a deserted island for six months, there is no question in my mind that a full collection of CSD would be my first choice for reading material."

Peter Sutro, former Board Member of SPACE Inc.

As good as CATJ and CSD were - it gets better.

MUCH better!

Coop has thrown caution to the winds with

"VIDEO PIRATES: HIDING INSIDE YOUR TV SET!"

The definitive "book", created fresh and new from the files of Bob Cooper. It tells you how Rick Brown of SPACE was a money-first attorney, that Rick Schneringer of STTI was a hopeless 'dirty old man', how Randall Odom of Odom Antennas sold dishes with "free sex passes", why David Johnson walked away from Paracclipse in favor of "sex", and how Taylor Howard "borrowed" other people's work to create his "Howard Terminal Receiver". Who were the "real" pioneers of home dish systems? The real answers will surprise you!

VIDEO PIRATES is a brand new book, 500+ pages, scheduled for hard-copy (printed) release late in 2005. **HOWEVER** - 500 DVD copies, individually numbered and signed by "Coop", will be **pre-released** during September 2005 - a "collector's-value" edition if ever there was such a thing. **VIDEO PIRATES** reveals for the first time that folks who made millions in home satellite were, in fact, not what they seemed. They were "pirates" through and through! This is a "book" only Coop could write because nobody but he was there, as it happened.

The early days of home dishes.

Folks like Robert Coleman converted telephone company (TD-2) "surplus" 4 GHz microwave receivers to TVRO. Taylor Howard, with the able assistance of San Jose University professor H. Paul Shuch, built from scratch first-time, innovative, first-ever 4 GHz microwave video receivers. But each of these pioneers 'stole' circuits from others; the Avcom-Virginia, for example, were actually cable TV 'Microdyne' receivers. 'Circuits' were 'pirated' along with techniques and technology. So who, if there was one, would be 'the original'? Coop reveals.

Robed Coleman lived in Traveler's Rest, SC, operated a junk yard pretending to be a second-hand auto parts store and with absolutely no formal training of any kind created on his kitchen table circuits and satellite parts which were leading edge stuff.

"And what does this do?" I asked.

"Well, if the signal drifts, I push on this to fine tune the receiver." The item he was identifying was a white plastic drinking straw stuck down into a chunk of 4 GHz waveguide.

"How much money do you think you have invested in this system?" I asked

"Maybe \$100, but I paid \$50 - too much - for the signal generator".

By 1985 receivers were largely designed around the HBO-mandated M/A Com Videocipher; "compatibility" with the VC2 was the name of the design game. But as CSD would reveal, M/A Com compatibility was a 'grey issue' - they said, **"no receivers are compatible"**, when in fact, CSD found more than 90% of all existing receivers were compatible. M/A Com was caught out in a giant lie, and the seeds for 'piracy' were planted - by M/A Com's dishonesty. And from there it was all down hill for the VC2 encryption system.